C1852-2
3/30/89 A

What's New at HBJ: Peter Jovanovich Speaks
Literacy Matters: Debut of a New Column
Publishers Group West • A California Bookstore Centenary

50 YEARS OF PAPERBACKS
A PW Special Report

Publishers Weekly

A CAHNERS/R. R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING MAY 26, 1989 $2.50

SHANA ALEXANDER
ANN BEATTIE
PETER BENCHLEY
KAREEM ABDUL-JABBAR
JOHN JAKES
JAMES A. MICHENER
IAN MORRIS
PEGGY NOONAN
DE PATERNO
NANCY REAGAN
GORE VIDAL
TOM WICKER

SAMPLE COPY DISTRIBUTED BY CAHNERS MAGAZINE DIVISION
PUBLISHERS WEEKLY
249 W. 17th St.
NEW YORK, NY 10011
BETHESDA, MD 20814
4520 EAST-WEST HWY 400
INFORMATION SERVICE INC
REFERENCE DEPT
PERIODICAL

Photo © Harry Langdon

- MAJOR PRINT ADVERTISING
- NATIONAL AUTHOR TOUR
- "60 MINUTES" AND SATELLITE INTERVIEWS
- FLOOR DISPLAY

NANCY REAGAN
JAMES A. MICHENER

MY TURN

The Memoirs of Nancy Reagan

written with William Novak

Although as first lady she was the object of extensive media scrutiny, the real Nancy Reagan has remained a mystery. Now, at last, in a strikingly candid memoir, this fascinating and controversial woman tells her side of the story. 32 pages of photos. October. $21.95 (0-394-56368-9). Limited Edition $100 (0-394-58162-8)

CARIBBEAN

A Novel

In the monumental tradition of *Hawaii*, *Centennial* and *Texas*, America's most revered storyteller creates the rich and thrilling tale of the Caribbean, a turbulent island paradise in search of its destiny. We feel as if we are witnessing history, from the arrival of Columbus and Francis Drake through the great days of the buccaneers, the rise of the Jamaican sugar plantations and the Cuban Revolution up to the dramatic present. November. $22.95 (0-394-56561-4). Limited edition $100 (0-394-57655-1)

Photo © John Engo

- MAJOR PRINT AND RADIO ADVERTISING
- AUTHOR INTERVIEWS
- SATELLITE INTERVIEWS
- FLOOR DISPLAY
- BOOK-OF-THE-MONTH CLUB MAIN SELECTION

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Jerry D. Neth, Vice President Publishing Operations; J. J. Walsh, Financial Vice President, Magazine Division; Thomas J. Dellamaria, Vice President Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1989 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries. 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703; fax: 212/645-5409. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA. | Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. | Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 235 NUMBER 21
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MAY 26, 1989

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
Gayle Feldman, *Editor*
Greg Corcoran, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Molly McQuade, *Associate Editor*
& How-to
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

ART DIRECTOR
Karen E. Jones

ASSISTANT ART DIRECTOR
Sheri Marcus

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, Kimberly Olson Fakih, Leonore Fleischer, Jerome P. Frank, Chandler B. Grannis, William Griffin, Beth Levine, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler, Paul Sweeting, Allene Symons, Thomas Weyr, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

FOREIGN CORRESPONDENTS
Herbert R. Lottman (International)
Vivienne Menkes (London)
Beverley Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Fernando Camacho, Susan Caputo, Victoria Cervantes, Deborah Vanna, Ann Yazejian

DIRECTOR, ADVERTISING SALES
Alan Schlanger *(212) 463-6825*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo *(212) 463-6558*

ADVERTISING CONTRACTS COORDINATOR
Lorna Campbell *(212) 463-6604*

For complete listing of sales offices see Weekly Exchange section.

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

What's New at Harcourt Brace Jovanovich 26
A Talk with Peter Jovanovich

50 Years of Paperbacks S4
A special supplement chronicles a half-century of paperbacks in America, including interviews with industry pioneers and current leaders, assessments of production and distribution issues and a list of the all-time bestselling mass market titles

DEPARTMENTS

NEWS OF THE WEEK 15

Dalton Acquires Scribner Name, Sees More Stores

McMurtry and Others Decry Continuing Use of McCarran Act

ABA Hires Firm to Provide Security at Convention

Tentative Pact Joins Kampmann & Co. with National Book Network

House Approves Bill to Extend Vocational Education Act

HBJ Realigns Marketing at School Divisions; 45 to Lose Jobs

House Unit Hears Testimony On Availability of Acid-Free Paper

Third Latin American Fair Focuses on New Writers

Cross Currents

State of São Paulo to Publish Brazilian Edition of Rushdie Novel

Mondadori Elects New Board, Reports 12.3% Sales Increase

TRADE NEWS 28

Oliver Sacks Journeys Into the World of the Deaf For Title from California

Pantheon to Publish Autobiography of Chinese Dissident Next Spring

MARKETING 34

History of Book Marketing–V The '60s Through the '80s

Reader's Digest Launching Direct-Mail Nonfiction Series

BOOKSELLING 40

Publishers Group West: Small Press Distributor Hits the Big Time

Sales & Distribution

PW INTERVIEWS 46

Ruth Rendell/ Barbara Vine

FORECASTS 49
Nonfiction 49
Fiction 54
Paperbacks 59
How-To Books 62

COLUMNS

Highlights 13
Calendar 14
Literacy Matters 20
People 22
Rights 32
West Watch 33
My Say: *L. E. Phillabaum* .. 39
International Front 44
Weekly Exchange 67
Paperback Bestsellers 72
Hardcover Bestsellers 74

Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in *Publishers Weekly* are subject to all laws and regulations and are void where so prohibited.

HBJ Realigns Marketing at School Divisions; 45 to Lose Jobs

Harcourt Brace Jovanovich is redirecting its marketing operations in its two school textbook units and, as a result, approximately 45 employees will lose their jobs.

The HBJ school department, located in Orlando, Fla., will concentrate primarily on elementary texts, and the Holt, Rinehart and Winston school division, located in Austin, Tex., will concentrate on secondary texts.

Robert Richards, executive vice-president and director of elementary and secondary publications, said the layoffs would occur only in Orlando, where there are 1800 employees, and would affect positions across the board. He said it was difficult to pinpoint the exact number of dismissals, since some employees would transfer between companies.

In addition, a number of people will be hired at Holt, Rinehart and Winston. "We have a good staff in Austin and will be beefing it up," Richards said.

Although marketing programs are being realigned, the Orlando and Austin operations remain separate companies, each with its own sales force and its own management, Richards said.

He emphasized that the school publishing operation at 111 Fifth Avenue in New York City would not be affected. Nor, he said, would there be any changes in the Holt college division in Fort Worth or in the HBJ college operation in San Diego. Trade operations also remain unchanged.

Survey Shows High Use Of Acid-Free Paper Now

Fifty-five publishers, including almost all of AAP's large members, responded to an association questionnaire sent late last year. The second column shows their percentage of books printed on acid-free paper.

General Books	
Adult - Hard Cover	80
Trade Paperbacks	88
Juvenile - Hard Cover	86
Art	98
University Press	
Hard Cover	96
Trade Paperbacks	96
Professional/Scholarly	
Dictionaries	97
Encyclopedias	96
Atlases	90
Scientific/Technical	85
Almanacs	75
Travel Guides	90
Looseleaf Publications	93
Monographs	86
College Books	
Undergraduate Textbooks	84
Graduate Textbooks	82
Elhi Textbooks	98
Other	
Bibles	100

House Unit Hears Testimony on Availability of Acid-Free Paper

As long as paper manufacturers can assure a supply of acid-free paper, American book publishers will be willing to print hardcover books and quality paperbacks on that type of stock, an industry leader said at a congressional hearing.

But Lawrence Hughes, chairman of the Hearst Trade Book Group and of the Association of American Publishers, cautioned that a lot of questions remain, including some involving paper standards.

As if to underscore Hughes's questions, representatives from two competing paper companies offered conflicting testimony on the feasibility of making acid-free, or alkaline, paper from recycled paper.

Hughes said, however, "I am told by experts that in 1991, perhaps even in 1990, sufficient acid-free paper will be available for books."

A House of Representatives Science and Technology subcommittee held the hearing to explore progress in switching from use of acid-bearing papers, which have a shelf-life of about 30 years, to alkaline paper that will last for centuries.

Hughes offered the subcommittee the results of a survey conducted by the AAP of its members last year (see box). The 55 responding companies reported that a vast majority of their products were printed on acid-free paper, leading Hughes to declare, "We seem to be well on the way to using acid-free paper all the time on all hardcover books and quality paperbacks."

He acknowledged, however, that the 55 did not represent the entire industry and that the figures they reported may present an overly optimistic view of a switch to acid-free paper by the industry.

Robert S. Lawrence, director of planning, acquisitions and government affairs for the Pennsylvania-based P. H. Glatfelter Co., which calls itself "the largest producer of book-publishing paper in the country," told the panel that his company has been working on the transition from acidic paper to alkaline for decades. He said the technology is available and being used to produce acid-free paper that is just as good and as cheap as the traditional acidic papers.

"Other companies have recently discovered the benefits of alkaline papermaking and are converting their mills in increasing numbers," he said. "Therefore, capacity to meet the needs of those who desire increased permanence in books and other documents where longevity is important should be readily available."

Lawrence disagreed, however, with M. Bruce Lynne, manager of product performance with New York–based International Paper. Lynne warned that the industry is being pressed by government fiat and public opinion to recycle paper and that "acid paper can only be recycled into an alkaline system with great difficulty."

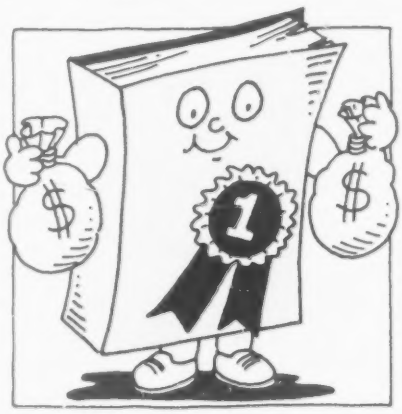
Lawrence said it was a "myth that alkaline papermaking and recycling are mutually exclusive, because they are not .... We produce alkaline papers with both virgin and recycled fiber" and the recycled papers "meet specifications that are as stringent as the alkaline book-publishing papers we produce with virgin fiber."

Authors Kurt Vonnegut and Barbara Goldsmith also testified before the subcommittee in favor of a resolution introduced by Sen. Claiborne Pell (D., R.I.) and Rep. Pat Williams (D., Mont.) calling for a national policy on permanent papers that would require that all "federal records, books, and publications of enduring value be produced on acid-free papers."

—HOWARD FIELDS

So Big

The all-time mass market bestsellers



COMPILED BY DAISY MARYLES

25 Million±

Baby and Child Care by Dr. Benjamin Spock (Pocket Books, 1946); 39,200,000

12 Million±

Merriam Webster Dictionary (Pocket Books, 1974); 19,700,000
New American Roget's College Thesaurus (Signet/NAL, 1957); 17,620,000
How to Win Friends and Influence People by Dale Carnegie (Pocket Books, 1940); 17,400,000
The Hobbit by J.R.R. Tolkien (Ballantine, 1972); 14,500,000
The American Heritage Dictionary (Dell, 1970); 12,983,480
1984 by George Orwell (Signet Classic/NAL, 1950); 12,800,000
The New American Webster's Handy College Dictionary (Signet/NAL, 1956); 12,600,000
The Exorcist by William Peter Blatty (Bantam, 1972); 12,400,000

10 Million±

French/English, English/French Dictionary, Larousse (Pocket Books, 1955); 11,300,000
The Thorn Birds by Colleen McCullough (Avon, 1978); 10,880,000
Spanish/English, English/Spanish Dictionary edited by Carlos Castillo and Otto F. Bond (Pocket Books, 1950); 10,800,000
Animal Farm by George Orwell (Signet Classic/NAL, 1956); 10,470,000
Mythology by Edith Hamilton (Mentor/NAL, 1953); 10,000,000

8 Million±

Catcher in the Rye by J. D. Salinger (Bantam, 1964); 9,650,000
Love Story by Erich Segal (Signet/NAL, 1970); 9,500,000 (OP)
Peyton Place by Grace Metalious (Dell, 1957); 9,468,566 (OP)
Valley of the Dolls by Jacqueline Susann (Bantam, 1967); 9,451,000
The Pearl by John Steinbeck (Bantam, 1948); 9,430,000
The Sensuous Woman by "J" (Dell, 1971); 9,377,592
The Fellowship of the Ring by J.R.R. Tolkien (Ballantine, 1972); 8,400,000
***Jaws** by Peter Benchley (Bantam, 1975); 8,286,000
***Everything You Always Wanted to Know About Sex—but Were Afraid to Ask** by David R. Reuben, M.D. (Bantam, 1971); 8,243,000
God's Little Acre by Erskine Caldwell (Signet Classic/NAL, 1946); 8,230,000

7 Million±

Hoyle's Rules of Games edited by Albert Morehead and G. Mott-Smith (Signet/NAL, 1946); 7,810,000
Exodus by Leon Uris (Bantam, 1959); 7,520,000
A Separate Peace by John Knowles (Bantam, 1966); 7,520,000
The Happy Hooker by Xaviera Hollander (Dell, 1972); 7,498,276 (OP)
One Flew over the Cuckoo's Nest by Ken Kesey (Signet/NAL, 1963); 7,440,000
***Of Mice and Men** by John Steinbeck (Bantam, 1955); 7,422,000
The Other Side of Midnight by Sidney Sheldon (Dell, 1975); 7,389,162 (OP)
Jonathan Livingston Seagull by Richard Bach (Avon, 1973); 7,282,000
I Never Promised You a Rose Garden by Joanne Greenberg (Signet/NAL, 1965); 7,100,000
Simple Solution to Rubik's Cube by James Nourse (Bantam, 1981); 7,053,000
How to Buy Stocks by Louis Engel (Bantam, 1955); 7,025,000
***Chariots of the Gods** by Erich Von Daniken (Bantam, 1971); 7,025,000

6 Million±

Complete Scarsdale Medical Diet by Herman Tarnower, M.D. & Samm Sinclair Baker (Bantam, 1980); 6,833,020
The Two Towers by J.R.R. Tolkien (Ballantine, 1972); 6,815,000
Rich Man, Poor Man by Irwin Shaw (Dell, 1971); 6,794,370
The Return of the King by J.R.R. Tolkien (Ballantine, 1972); 6,775,000
Helter Skelter by Vincent Bugliosi and Curt Gentry (Bantam, 1975); 6,625,000
Shogun by James Clavell (Dell, 1976); 6,620,571
I the Jury by Mickey Spillane (Signet/NAL, 1948); 6,610,000
All Quiet on the Western Front by Erich Maria Remarque (Fawcett Crest, 1958); 6,475,000
I'm OK, You're OK by Thomas Harris (Avon, 1973); 6,435,000
The Amityville Horror by Jay Anson (Bantam, 1978); 6,422,000
Dr. Atkins' Diet Revolution: The High Calorie Way to Stay Thin by Dr. Robert Atkins (Bantam, 1973); 6,230,000
Airport by Arthur Hailey (Bantam, 1969); 6,120,000
Fear of Flying by Erica Jong (Signet/NAL, 1974); 6,110,000

5 Million±

Webster's New World Dictionary edited by David B. Guralnik (Warner, 1982); 5,957,000
Your Erroneous Zones by Wayne Dyer (Avon, 1977); 5,920,000
Lady Chatterley's Lover by D. H. Lawrence (Signet Classic/NAL, 1946); 5,820,000
The Big Kill by Mickey Spillane (Signet/NAL, 1951); 5,820,000
Shane by Jack Schaefer (Bantam, 1950); 5,750,000
Centennial by James Michener (Fawcett Crest, 1975); 5,750,000
Think and Grow Rich by Napoleon Hill (Fawcett Crest, 1960); 5,600,000
The Shining by Stephen King (Signet/NAL, 1978); 5,560,000
My Gun Is Quick by Mickey Spillane (Signet/NAL, 1950); 5,400,000
The Long Wait by Mickey Spillane (Signet/NAL, 1952); 5,400,000
Princess Daisy by Judith Krantz (Bantam, 1981); 5,375,000
One Lonely Night by Mickey Spillane (Signet/NAL, 1951); 5,370,000
Black Like Me by John H. Griffin (Signet/NAL, 1962); 5,360,000
Future Shock by Alvin Toffler (Bantam, 1971); 5,355,000
Passages by Gail Sheehy (Bantam, 1977); 5,290,000
Kiss Me Deadly by Mickey Spillane (Signet/NAL, 1953); 5,210,000
The Love Machine by Jacqueline Susann (Bantam, 1970); 5,204,000
Vengeance Is Mine by Mickey Spillane (Signet/NAL, 1951); 5,200,000
All Creatures Great and Small by James Herriot (Bantam, 1973); 5,200,000
The Red Pony by John Steinbeck (Bantam, 1948); 5,152,000
Salem's Lot by Stephen King (Signet/NAL, 1976); 5,100,000
Light in the Forest by Conrad Richter (Bantam, 1958); 5,093,000
Once Is Not Enough by Jacqueline Susann (Bantam, 1974); 5,089,000
The Stand by Stephen King (Signet/NAL, 1980); 5,030,000
Catch-22 by Joseph Heller (Dell, 1961); 5,023,570
The Sensuous Man by "M" (Dell, 1972); 5,003,850
Diary of a Young Girl by Anne Frank (Washington Square Press, 1958); 5,000,000

**Asterisked titles reflect sales under the original paperback licensee.* □